

**Version With Markings To Show Changes Made**

At Page 2, Lines 9 and 10, please delete "block diagram of an exemplary embodiment of a web-based global modeling architecture" and insert therefor --flow chart illustrating process steps for generating a multi-dimensional structure of customer data--.

At Page 2, Lines 11 and 12, please delete "an exemplary embodiment of a targeting engine" and insert therefor --a system--.

At Page 2, Lines 13 and 14, please delete "an exemplary graphical user interface for pre-selecting mailing criteria" and insert therefor --a block diagram of a network based system--.

At Page 2, Lines 15 and 16, please delete "an exemplary user interface for the input of marketing criteria" and insert therefor --a data diagram of a relational database--.

At Page 2, Line 17, please delete "an exemplary user interface for selection of structures;" and insert therefor --a graphical user interface for entering marketing criteria; and--

At Page 2, Line 18, please delete "an exemplary user interface for selection of campaigns;" and insert therefor --a graphical user interface showing structures built from a database.--

At Page 2, Lines 19 through 22, please delete "Figure 7 is an exemplary user interface for creation of a selection table;

Figure 8 is an exemplary user interface for a gains chart; and

Figure 9 is a data diagram of a database used for modeling showing multiple dimensioned data."